



STATE  
OF  
GEORGIA

# Application for RECORDS DISPOSITION STANDARD

OFFICE OF SECRETARY OF STATE  
DEPARTMENT OF ARCHIVES & HISTORY  
RECORDS MANAGEMENT DIVISION

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1. Application Date	<b>INSTRUCTIONS:</b> See separate instructions for completion of front and reverse of this form. Sign original and two copies and forward to Department of Archives and History, Attention: Records Management Officer.	FOR RECORDS MANAGEMENT DIVISION USE	
2. Agency Application No.		Date Received	Application No. Date Completed
3. AGENCY, Division, Subdivision & Administering Office Address Community Development (Public Relations Unit) Administrative Division 270 Washington Street (601-A Trinity-Washington Bldg.) Atlanta, Georgia 30334		4. Person to Contact Lynn Leathers	5. Working Title Typist III
		6. Tel. No. 656-3550	

## 7. ACTION REQUESTED

- ☒ ESTABLISH DISPOSITION STANDARD;  
RECORD WILL CONTINUE TO ACCUMULATE. ☐ DISPOSE OF PRESENT ACCUMULATION;  
NO FURTHER ACCUMULATION ANTICIPATED.

8. Earliest & Latest  
Dates of Series  
1968 to Date

9. Exact Series Title

State of Georgia Advertising Files

10. What is the function of the office in which this record series is created?

The Public Relations Unit of the Administrative Division is responsible for the overall public relations of the Department. The basic activity of the unit is the preparation and dissemination of information concerning methods for promoting investment in Georgia and for improving markets for Georgia products. The unit prepares and publishes the quarterly magazine, Georgia Progress. The unit is responsible for the advertising program for the State of Georgia. The unit is responsible for promoting the motion picture and television industry in Georgia.

11. This file contains the following documents (include form numbers and titles, if any, and file arrangement).

Documents relating to all aspects of advertising.

A. Included are: Insertion Orders, Proofs of ads.

B. Included are (Background Files): Tear Sheets, Media information (budgets etc.), contact reports, correspondence, memorandum and supporting papers between unit officials and officials of the advertising agency concerning the advertising campaign for the State of Georgia; proposals and plans (implemented and non-implemented, special studies and reports and presentations relating to advertising, copy (the manner in which the ad is worded)).

Files are arranged alphabetically by subject.

## ATTACH SAMPLES OF THE FILE

12. EQUIPMENT OCCUPIED	No. of Drawers	Cu. Ft. of Records	ANNUAL RATE OF ACCUMULATION	No. of Drawers	Cu. Ft. of Records
Letter-size File Drawers				5	1.0
Legal-size File Drawers	2	4	Floor Space Occupied (Square Feet)	In Office(s)	In Storage Area(s)
				This Year's	Last Year's
			AVERAGE DAILY REFERENCES	6	6
				6	6

# QUESTIONNAIRE

Place an "x" in the proper column. If answer is "YES," please explain

- |   | YES                                 | NO                                  |
|---|-------------------------------------|-------------------------------------|
| 13. Is this the Record Copy of the series?  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 14. Is there a duplication of this series in another office or agency?  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 15. Is the information contained in this series ever summarized or published?<br>Attach copy of summary or publication. | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 16. Does the series contain classified information requiring security handling?   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 17. Does the series initiate, amend or terminate agency policies and procedures?  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 18. Could the function be performed if the files were lost or destroyed?  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 19. Is the series (or major portion of it) regularly microfilmed? If yes, why?  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 20. Does the record series provide data as input to an EDP file?  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 21. Does the record series contain documentation produced as EDP printout?  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 22. Has the Federal Government issued instructions governing the retention/disposition of these files?                  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 23. Will there be a need for these records 10, 15 years from now? If yes, what? (Historical value)                      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |

## 24. REQUIREMENTS. The following requires the files to be kept (See Below)

- a. ☐ STATE LAW    b. ☐ STATUTE OF LIMITATION    c. ☐ AUDIT PERIOD    d. ☐ FEDERAL LAW    e. ☒ ADMINISTRATIVE DECISION    f. ☒ POSSIBLE HISTORICAL VALUE
- (Cite Law, Statute, or other reason for the retention requirement)

## 25. AGENCY RECOMMENDATIONS. This agency recommends that the file series be cut off at the end of each - ☐ CALENDAR YEAR - ☒ FISCAL YEAR - ☐ OTHER \_\_\_\_\_, then:

- ☐ Hold in the current files area \_\_\_\_\_ month(s)/\_\_\_\_\_ year(s):
- ☐ Transfer to ☐ State Records Center ☐ Local Holding Area; hold \_\_\_\_\_ year(s):
- ☐ Destroy.
- ☐ Transfer to State Archives for permanent retention.
- ☐ Destroy immediately after cut-off.
- ☒ Other (Specify) \_\_\_\_\_

- A. State Advertising Files (Insertion Orders and Proofs of ads) - Cut off at end of fiscal year; hold in the current files area 2 years; then transfer to State Archives for permanent retention.
- B. State Advertising Background Files - Cut off at end of fiscal year; hold in current files area 2 years; then transfer to State Records Center; then hold 3 years; then destroy.

(Indicate briefly rationale for recommendations above, or write alternative recommendations.)

Records Management Officer (Signature)	Date	OTHER REQUIRED SIGNATURES	DATE
<i>James M. Whitte</i>	4/19/74		
26. Recommendations in paragraph 25 are:	Agency Head/Designee <input type="checkbox"/> Approved <input type="checkbox"/> Disapproved	<i>Ed Spina</i>	4-18-74
	State Auditor/Designee <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Disapproved	<i>William M. Nijon</i>	5-25-74
	Secretary of State/Designee <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Disapproved	<i>Carroll Hart</i>	5-28-74
	Attorney General/Designee <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Disapproved	<i>Robert Sheel</i>	5-28-74

STATE RECORDS  
COMMITTEE